

Station WAVY-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm) PHILADELPHIA

Advertiser () AMER 4 PROSPERITY 600 FAIRMONT AVE, S#306 Sales Office ()

Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson () ANJIE BRADY

Estimate# 394 Agency C/P1/P2/E //394 Salesperson Phone# 215-567-6005

Buyer STEPHANIE KOHLBAUER Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

-- CONTRACT COMMENT --
CLIENT: AMERICANS FOR PROSPERITY SC=*

-- REMARKS --
THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$114,800
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-----------|---|-----|------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 6A-7A | AM NEWS Buyline Comment: AM NEWS | :60 | \$4,000.00 | 09/04-09/07 | 1 | 1 | 1 | \$4,000.00 | |
| | 2 | TU-F | 7A-9A | TODAY SHOW Buyline Comment: TODAY SHOW | :60 | \$4,000.00 | 09/04-09/07 | 4 | 1 | 4 | \$16,000.00 | |
| | 3 | TU-F | 9A-10A | TODAY SHOW 2 Buyline Comment: TODAY SHOW 2 | :60 | \$1,000.00 | 09/04-09/07 | 4 | 1 | 4 | \$4,000.00 | |
| | 4 | TU-F | 11A-12P | HAMPTON ROADS SHOW Buyline Comment: HAMPTON ROADS SHOW | :60 | \$400.00 | 09/04-09/07 | 4 | 1 | 4 | \$1,600.00 | |
| | 5 | TU-F | 12P-1P | NOON NEWS Buyline Comment: NOON NEWS | :60 | \$600.00 | 09/04-09/07 | 4 | 1 | 4 | \$2,400.00 | |
| | 6 | TU-F | 530P-6P | 530PM NEWS Buyline Comment: 530PM NEWS | :60 | \$3,600.00 | 09/04-09/07 | 1 | 1 | 1 | \$3,600.00 | |
| | 7 | TU-F | 6P-630P | 6PM NEWS Buyline Comment: 6PM NEWS | :60 | \$4,000.00 | 09/04-09/07 | 4 | 1 | 4 | \$16,000.00 | |
| | 8 | TU-F | 11P-1135P | LATE NEWS Buyline Comment: LATE NEWS | :60 | \$4,000.00 | 09/04-09/07 | 4 | 1 | 4 | \$16,000.00 | |

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Rep Firm
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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 51 / \$114,800.00

---SALES MONTHLY TOTALS---

Sep 12: 51 / \$114,800.00

Sales Totals: 51 / \$114,800.00

Station Totals: 51 / \$114,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$287,000 | CATV 0% | WAVY 40% | WGNT 0% | WPXV 0% | WTKR 30% |
| | | WTVZ 0% | WVBT 4% | WVEC 26% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE